

# National Children's Day



## SOCIAL MEDIA TOOLKIT

2020

## **CONTENTS**

**Introduction**

**Get involved**

- As a participant
- As a supporter
- As a sponsor/benefactor

**A year ago**

**Stay in touch**

**Help and Resources**



## Introduction

NCDUK2020 will take place on Sunday 17<sup>th</sup> May (and the week leading up to it)

National Children's Day UK is all about the importance of a healthy childhood and how we need to protect the rights and freedoms of children in order to ensure that they can grow into happy, healthy adults.

From small family and community get-togethers to city celebrations and county-wide events, it's a day when everybody can help raise awareness and funding for great local projects and the things that they care or are concerned about - so it's a day to both play and have your say!

**Are you ready to become part of a national celebration of childhood?**



children are the future  
exploration  
innovation  
play let's create  
a better world





## Getting involved

### As a participant

An astonishing diversity of organisations, groups and individuals have taken part in National Children's Day. They come from all parts of the UK, they're involved in multiple aspects of child rights and wellbeing and they include cities, schools, national and local charities, government bodies, local community groups, hospitals, hospices, theatres, shopping malls, mums, dads, children and grandparents!!

The range of activities and events they have run are creative, wide-ranging and fun - and they definitely haven't had to be costly or complicated.

## Sharing your ideas and activities



### Spreading the fun with social media



We love sharing great ideas with people - so please remember to send us in copies of any promotional items that you produce for NCDUK along with your photos and videos!



## Getting Involved

NCDUK is not only about running activities and events, but also about using the day to champion all the great work with children that's going on nationwide.

Not only that, but it's a time for discussing all the issues challenging children's health and wellbeing.

## As a supporter

If you can't be actively involved, we hope that you will support the day by posting about it on your website, social media, press, etc. We're very happy to give you coverage too, where appropriate, on our website and via social media.



We are @NCDUK2020 on Twitter and Facebook and #NCDUK2020 for posts on the day. You can use any of the material in our online media pack to help promote the day

[www.nationalchildrensdayuk.com/media-pack.html](http://www.nationalchildrensdayuk.com/media-pack.html)

## Getting Involved

### As a sponsor or benefactor

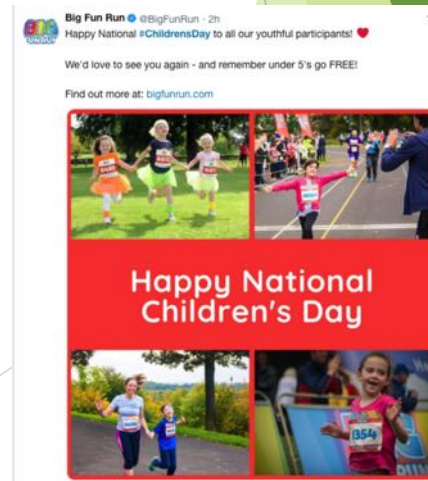
We're always looking for like-minded people who want to help us protect and promote the health and wellbeing of children in the UK. If you would like to offer your support please get in touch with our Project Director.



Sally Grindley, NCDUK Project Director  
[sally.grindley@nationalchildrensdayuk.com](mailto:sally.grindley@nationalchildrensdayuk.com)  
m: 07766 201102



Here are just a few of last year's social media posts  
(there are lots more on the website!) ...







# Let us know what you're doing

As soon as your plans are firm, please, please share them with us so that we can promote them and you through our website and social media

*(it would be great if you could also fill in the details on our website form 👍 😊)*

[www.nationalchildrensdayuk.com/share-your-plans.html](http://www.nationalchildrensdayuk.com/share-your-plans.html)



Get ready  
to **play** on

**NCDUK**

National Children's Day UK - Celebrating the rights & freedoms of children

[www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com)

# Stay in touch

The need to highlight children's rights and wellbeing is not all over in a day though, and our team is active all year round, drawing people's attention to the latest issues and supporting and promoting organisations that work day-in and day-out to help children flourish.

You can keep in touch with us via @NCDUK2020 on Twitter and Facebook (*which will change to @NCDUK once this year's day has passed*).

We will post information about all this year's celebrations on our website - [www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com)

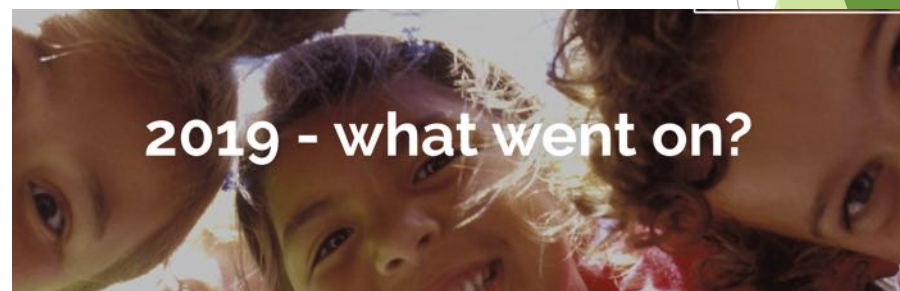
and there is a contact form on the website, in case you want to get in touch [www.nationalchildrensdayuk.com/contact.html](http://www.nationalchildrensdayuk.com/contact.html).





## Help and resources

Our website is full of ideas to inform and inspire you - and you can also see lots of the amazing social media posts from last year



**[www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com)**